



A program of:



Presented by:

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Northwest Michigan Council of Governments

- 10-county regional agency in northwest Lower Michigan
- Only COG in Michigan to also administer regional workforce development agency
- Actively pursues linkages between economic development, workforce, and planning

















Climate Change: A Regional Perspective

- 3E Planning Initiative Overview
- Three Unique Aspects of the Planning Process
- Resulting New Programs & Projects at NWMCOG and in the Region



Economy, Environment & Energy (3E):

A regional, sector-based economic development strategy related to:

- Renewable Energy
- Energy Efficiency & Conservation
- Water Resources



- Funded through the US Dept of Commerce: Economic Development Administration (EDA)
- Supports and augments the regional Comprehensive Economic Development Strategy (CEDS)



3E Initiative's scope of work:

- Assess existing conditions & activities
- Identify strategic opportunities
- Seek stakeholder input
- Develop Strategic Plan
- Present Plan to stakeholders & EDA



Three unique attributes:

- Diverse stakeholder engagement
- “New Economy” conceptual framework
- Bridging environmental and economic visions through energy opportunities



3E Advisory Committee:

- Business Interests
- Community Colleges
- Economic Development Organizations
- Local Governments
- Nonprofit Educational Organizations
- Utilities



Regional New Economy =

*Talent + Entrepreneurship + Capital +
Sense of Place*

Where placemaking is the strategy for
attracting, developing and retaining
Talent, Entrepreneurial Enterprise and Capital.



Examples of Strategic Actions:

- Cultivate university partnerships
- Provide business supports & infrastructure
- Market the region
- Collaborate with local banks
- Protect Sense of Place through Smart Growth
- Offer incentives for green projects
- Revise local gov't policies



Bridging environmental and economic visions through energy opportunities:

- Sustainable, high-wage jobs
- Economic impact to regional prosperity
- Smart Growth

www.nwm.org

www.newdesignsforgrowth.org

New NWMCOG Programs

Grant-funded programs to improve local government energy efficiency:

- Michigan Public Service Commission: energy audits and implementation dollars
- Michigan Energy Efficiency & Conservation Block Grant: Regional Energy Office

New NWMCOG Programs

Program Goals:

- Saving taxpayer dollars
- Product Demonstrations
- Education – how, why & what could be

New Programs in Region

- “Michigan Saves” Pilot – residential EE on-bill financing (www.michigansaves.org)
- Job Training; Community College Accreditations
- Regional Energy Working Group
- Projects

Thank You

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